

# RUTHERFORD DUST SOCIETY



*"It takes Rutherford Dust to grow Great Cabernet."*  
—André Tchelistcheff

E - NEWSLETTER — MARCH 2008

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## RUBICON ESTATE DEMOLISHES OLD BARREL BUILDING



On December 13th Rubicon Estate demolished the old barrel building which had blocked the view of the winery for over 30 years. Francis Ford Coppola pushed the button that began the demolition of the concrete behemoth, continuing his restoration of the historic Inglenook Estate.

"The destruction of this building is one more sign of the deeply felt commitment by Francis Coppola, Eleanor Coppola, Roman, Sofia and Gia, to return this Estate to its original stature and hold fast to its traditions," said Larry Stone, Gerant—General Manager.

Construction of the barrel building began in 1973 and was completed in April 1975. It was capable of holding 15,000–16,000 barrels and was one of seven such buildings planned by Heublein to

produce 1.6 million gallons of wine from grapes that didn't come from the estate. The local outcry was so great that they could only finish one building. Al del Bondio, who directed the winery at that time, expressed relief that the building was finally being demolished as its construction had been opposed by him and was a source of embarrassment for many years.

"It is fitting that so many of the same people who protested back then gathered to help us pay tribute to this ultimate victory of a bucolic and quality-oriented Napa, the one we all wish to preserve and improve," said Stone. "In particular I want to mention Robin Lail and Rafael Rodriguez, Al and Marie Del Bondio, Margrit Mondavi, Andy Beckstoffer, Dorothy Tchelistecheff, Dick Maher, and the Sullivan family and thank them for their support."

The building was erected over one of the best vineyard sites on the estate, the fruit of which was reputed to be used in the fabled Inglenook Estate Bottled Cabernet Sauvignon 1941. The vineyard is now being restored to its original condition, a site rich in gravel and alluvial sand. It will be planted in Cabernet Sauvignon Clone 29. Three thousand tons of concrete from the demolished building will be crushed and used on the winery's roadways.

[www.RubiconEstate.com](http://www.RubiconEstate.com).

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## **BEAULIEU VINEYARD TO BUILD NEW WINEMAKING FACILITY FOR GEORGES DE LATOUR PRIVATE RESERVE CABERNET SAUVIGNON**

Beaulieu Vineyard has announced that it will create a self-contained, state-of-the-art winemaking facility dedicated solely to the production of its flagship wine, Georges de Latour Private Reserve Cabernet Sauvignon, one of Napa Valley's iconic, benchmark wines. The winery is investing nearly \$7 million to create the new winemaking facility, which will be part of the existing BV winery site.

Beaulieu Vineyard Vice President of Winemaking Joel Aiken, who just celebrated his 25th year at BV, intends to focus solely on the production of

Georges de Latour Private Reserve Cabernet Sauvignon and will oversee a production team that is dedicated to making this reserve wine. "This is a really exciting time in the history of BV," said Aiken. "One of the winery's guiding principles, from founder Georges de Latour to Andre Tchelistecheff, is to continue to innovate and look for new ways to make great wine. This investment is an important step forward and will allow us to carry on making wines of unique expression and balance."

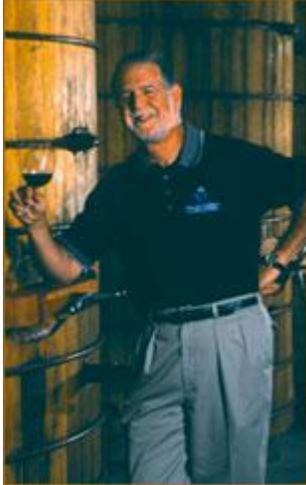
The new winery project will begin immediately and will be developed within an existing building at the BV winery. The decision to create a dedicated facility came as a direct result of success with small lot experiments over the past few vintages. Plans call for the project to be completed in time for the 2008 harvest. A private Georges de Latour library will follow in spring 2009.

[www.BVWines.com](http://www.BVWines.com)

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## **FRANK FAMILY VINEYARDS AND PROMISE WINE HELP RAISE \$1 MILLION FOR CHILDREN'S CHARITIES AT NAPLES WINTER WINE FESTIVAL**





On Saturday, January 26th, Frank Family Vineyards and Promise wine made their first appearance at the annual Naples Winter Wine Festival as an integral part of Garen and Shari Staglin's "Lights, Camera, Auction!" lot. The lot, which included a donation from former Disney Studios President Rich Frank and ABC Television President Steve McPherson, featured tickets to the 2008 Oscars as well as walk-on roles on ABC's *Desperate Housewives* and *Back to You*. The package sold as the top lot for a staggering \$1 million and also included a luxury trip to Cabo San Lucas as well as Frank Family, Promise, and Staglin wine.

The Naples Winter Wine Festival raised \$14 million under the auction tent for children's charities. All monies raised under the tent go directly to children's charities. "We are pleased to have helped raise so much money for the children's charities," commented Rich Frank. "Steve and I will be putting together a lot that is even more over-the-top for the upcoming Auction Napa Valley in June," he adds.

Rich Frank and Steve McPherson were also on hand to pour their joint venture, Promise Wine, to festival attendees, for the first time. Promise, which will be released in just a few weeks, is a blend of Cabernet Sauvignon and Cabernet Franc, made of fruit grown on Rich Frank's steep hillside Winston Hill Vineyard in Rutherford. Only 158 cases of the wine were made, which will be available by mailing-list only. For more information, go to [www.promisewine.com](http://www.promisewine.com).

For more information about Frank Family Vineyards go to [www.frankfamilyvineyards.com](http://www.frankfamilyvineyards.com). Media, please contact Jarvis Communications at 310.313.6374 or [katherine@jarviscommunications.com](mailto:katherine@jarviscommunications.com).

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## **FLORA SPRINGS CELEBRATES 30 YEARS OF WINEMAKING WITH SOLAR POWER**

The Komes and Garvey families, owners of Flora Springs Winery & Vineyards, today announced their continued commitment to the community and environment with the implementation of solar power at their historic stone winery, located at 1978 W. Zinfandel Lane in St. Helena. All of Flora Springs' red wines, 90% of which are grown using organic practices, are now produced with solar power.



The decision to go solar was an easy one for Flora Springs, and one that aligns perfectly with their mission to help make the world a better place one bottle of wine at a time. "Everything we do is in honor of our mother and grandmother, Flora, for whom the winery is named," says third generation vintner and Marketing and Communications Manager Sean Garvey. "She's a strong believer in being both a good steward of the land, and a good neighbor. Converting our red wine production facilities to solar power helps us to do both," he says. The new solar panels, located on the hillside behind their historic stone winery, take up approximately 6,500 square feet, and are mounted on a custom-designed structure that doubles as a storage and shade area. The panels will generate 100,000 kWh annually, which will cover all of the energy needed for Flora Springs' red wine production. The stone winery, which was built by Scottish immigrants and aspiring winemakers James and William Rennie in 1888, houses all of Flora Springs' red wine production.

Solar power is just one part of Flora Springs' ongoing green efforts. All of Flora Springs' estate vineyards, which total 650 acres throughout the Napa Valley, have been sustainably farmed for years, and are undergoing organic certification. 20% of the vineyards owned and managed by Flora Springs will have completed the 3-year organic certification process in 2008, with another 50% complete in 2009.

As Flora Springs President and Co-Founder John Komes attests, sustainable and organic farming have long been a part of the Komes and Garvey families' mission to create a legacy of fine winemaking and stewardship of the land for future generations to savor and uphold. "Upgrading our practices at the winery with solar energy is the next step in ensuring our winery is a viable business that resides harmoniously with the land and community where it exists. Being a family-run winery, I think it's only natural for us to see our actions as part of something larger that will not only affect ourselves and our family, but our community. We hope that other wineries will catch on and also work toward a brighter, cleaner future," says Flora Springs Winery & Vineyards President John Komes.

For more information visit [www.florasprings.com](http://www.florasprings.com).

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### **PEJU KITCHEN SPICE COLLECTION**

Peju recently launched its first food line, the Peju Spice Collection. Crafted and bottled in the Peju kitchen, the spice collection includes both individual and custom-packaged spice jars of Peju Curry, Peju Gumbo, Peju Paella, Peju Herbs de Provence and Peju Salad Spices. The spice collection retails between \$10.00 and \$15.00 for an individual spice jar, \$55.50 for the entire collection or a custom spice set can be built. Peju spices are available in the Peju tasting room and online at [www.peju.com](http://www.peju.com)



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### **RUTHERFORD WINERIES ASSOCIATION SPRING PASSPORT WEEKEND**

The Rutherford Wineries Association will hold a Spring Passport Weekend on May 17th and 18th. Experience the wineries of the Rutherford Appellation as never before. "Kickin' up the Dust" on Passport Weekend allows Passport holders exclusivity to special pourings, barrel and tank tastings, paired food and wines, and conversations with the winemakers—all of which will make for a memorable time in beautiful Napa Valley. Visit [www.rutherford-appellation-wineries.com](http://www.rutherford-appellation-wineries.com) for more information.

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### **RECENT WINE AWARDS**

93 Points – 2004 Peju Cabernet Franc – Persephone Vineyard

90 Points – 2004 Peju Cabernet Franc – Napa Valley

*Wine Enthusiast, March 2008*

92 Points – 2004 Peju Cabernet Sauvignon – Rutherford Reserve

*Wine Spectator, March 2008*



